



Idaho Safe Routes to Schools

Newsletter

Fall 2010

International Walk to School Day – October 6th



Celebrate International Walk (and Bike) to School Day with schools around the world!

International Walk to School Day is an annual event held the first Wednesday in October. It's a great kick-off for Safe Routes to School activities for the school year!

How you can make a great event:

1. Promote in your school with flyers, announcements and newsletters.
2. Let students help out with poster contests.
3. Gather parents and community members to lead walking and biking groups.
4. Count the numbers of students that participate.
5. Take pictures and create a fun collage for kids to see.
6. Hand out healthy snacks or safety and educational items as incentives.
7. Find out more: www.walktoschool.org

Idaho's Self Powered Kids Campaign

In conjunction with International Walk to School Day SR2S is giving 20 bicycle safety teaching kits (50 students activity books, stickers, certificates, a story-book, poster and presenters guide) and 20 permanent display posters on how to organize a *Walking Cool Bus* or *Bike Train* for the first 20 schools who register their events on the www.WalktoSchool.org website. To win they need to send pictures of their IWSD event to Idaho Safe Routes Facebook.

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Letter to First Lady Michelle Obama

August 24, 2010
First Lady Michelle Obama
The White House
1600 Pennsylvania Avenue NW
Washington, D.C.



Dear First Lady Michelle Obama,

On behalf of thousands of schools and millions of school children, it is with great pleasure that I invite you to join the celebration of International Walk to School Day on October 6, 2010.

International Walk to School Day brings together students, parents, school officials, and community leaders to walk or bicycle to school together. Now in its thirteenth year, Walk to School Day continues to inspire community-based events to celebrate health, safety and a sense of community. Many events lead to larger commitments and permanent improvements that make walking and bicycling to school safer transportation options year round – a common goal between our program and the Let's Move initiative. Walk to School Day events began in the United States in 1997 at one school in Chicago and became international in 2000 when the United Kingdom and Canada joined the effort. In 2009, students and parents from over 3,500 U.S. schools laced up their sneakers to walk or strapped on their bicycle helmets to pedal to school instead of riding in a car.

The event has grown rapidly because it has touched the heart of what so many communities believe is important: safer environments for walking and bicycling, more physical activity, fewer car trips, and a cleaner environment. The true spirit and strength of Walk to School Day and the Safe Routes to School movement is best expressed by the local organizers themselves:

“Four years ago, we had over 70 percent of children being driven to school – even though fewer than five percent lived more than eight blocks away. Now, most kids walk or bike to school! The reduction in traffic is remarkable. The sense of community is enhanced. Kids are getting more exercise. Parents feel more connected to the schools.” – Walk to School organizer, Illinois.

As the Task Force on Childhood Obesity Report correctly stated “programs like Safe Routes to Schools (SRTS), funded by the U.S. Department of Transportation (DOT), have proven an effective way to get students safely walking and biking to school.” With the national spotlight on “America’s Move to Raise a Healthier Generation of Kids,” your participation in a 2010 Walk to School event could greatly extend the excitement and attention to the program. We would be honored for you to support and participate in this year’s activities.

Below are three options of ways in which you or your programs could participate:

1. Walk with children as part of a Walk to School Day event on Wed., Oct. 6, in the Washington, DC area, Chicago area, or wherever your schedule takes you that day. There will be events in every state and we could identify a school that is also addressing one of the other tenants of the Let's Move initiative, such as engaging parents and starting or maintaining a school garden.
2. Encourage representatives from other Let's Move partner organizations, such as Secretary Arne Duncan, Secretary Ray LaHood, an MLB player/team, to join you -- on a specific day at different schools across the country -- in celebration of Walk to School Month. Location, date and design of the event(s) could be tailored appropriately for the group.
3. Provide a message of encouragement for participating schoolchildren, parents, educators and community leaders. A video message could be placed on the Walk to School website (www.walktoschool.org) and the Let's Move website for viewing at the local community level and for promoting the event worldwide.

(continued on next page)

Letter to First Lady Michelle Obama (continued)

The National Center for Safe Routes to School, www.saferoutesinfo.org, established in 2006 with funding from the U.S. Department of Transportation Safe Routes to School Program, serves as the coordinating agency for the event and maintains the Walk to School website, www.walktoschool.org, which shows events by state.

The Safe Routes to School Program, established in the SAFETEA-LU legislation, is a great example of how communities use federal funds to improve safety for child pedestrians and bicyclists and to help children build healthy and green habits by walking and bicycling to and from schools. More than 7,600 programs have already been awarded funds in all 50 states and the District of Columbia. Early accomplishments include increases in walking and bicycling to school, speed reductions within the school zone, and reductions in school transportation costs. Programs are taking place in urban, rural and suburban areas throughout the nation.

Thank you for considering this invitation. If you, or your staff, have any questions, please contact me at the National Center at 919 962-7412 or lauren_marchetti@unc.edu. We hope that you will be able to celebrate this event with communities throughout our nation. We can think of no better way to inspire the millions of parents, children and communities who wholeheartedly support your vision for healthy communities than to have your participation in this celebration of a child's active and safe trip to school. Every step counts!

Sincerely,
Lauren Marchetti
Director
National Center for Safe Routes to School

Let's Move

Learn about First Lady Michelle Obama's commitment to solve the problem of childhood obesity through her ["Let's Move"](#) initiative.

Let's Move! to increase opportunities for kids to be physically active, both in and out of school and create new opportunities for families to be moving together.



Expanding and Modernizing the President's Physical Fitness Challenge: This year President Obama broadened the scope of the Council to include a focus on healthy eating and active lifestyles. The Council's mission is to engage, educate and empower all Americans to adopt a healthy lifestyle that includes regular physical activity and good nutrition. For more information about the Council, its 2010 Co-chairs Drew Brees, quarterback for the New Orleans Saints, and Dominique Dawes, three-time Olympian and former U.S. national champion in women's gymnastics and its members, visit www.fitness.gov. The Council also promotes the President's Challenge Physical Activity and Fitness Awards program (President's Challenge) which encourages all Americans to include physical activity into their daily lives - 30 minutes per day for adults and 60 minutes per day for youth. Learn more at www.presidentschallenge.org.

Green Works Challenge

**New Green Works®
Walk To School Challenge
Lets Kids and Their Families
Win Some Green While Going Green**



Green Works® Naturally Derived Cleaners Teams Up with National Center for Safe Routes to School and Sierra Club to Encourage Families to Walk to School This October; Offering Green Grants to Schools That Get The Most People Walking

October is International Walk to School Month. During the month of October, elementary and middle school students and their families can help their schools win one of five \$5,000 grants – simply by walking or bicycling to school. Parents are invited to sign up online for the Walk to School Challenge at www.facebook.com/greenworks, and log their families' walking or bicycling trips on behalf of their school. The five schools with the highest levels of participation will be eligible to win a \$5,000 grant. Frequent walkers and bicyclists can also earn individual prizes, ranging from green shoelaces to reusable water bottles.

Local SR2S Program with the YMCA

2009-2010 Safe Routes to Schools YMCA of Boise/Treasure Valley Awarded!

We had a great school year in 2009-2010. Many schools achieved a lot in their Safe Routes programs, focusing their efforts on educational and encouragement activities, continued evaluation and engineering efforts like finalizing walking route maps and submitting infrastructure lists.



The Top Schools for 2009-2010 received a Certificate of Excellence and a \$100 gift card to award them for all their efforts! Honorable Mentions receive a \$50 gift card.

Top Schools are:

Cynthia Mann Elementary
Garfield Elementary
Hawthorne Elementary
Highlands Elementary
Riverside Elementary

Honorable Mention goes to:

Grace Jordan Elementary
Morley Nelson Elementary
Trail Wind Elementary

I-STOP Application and Guidelines

The revised I-STOP Application and Guidelines will be online October 1st at <http://ITD.idaho.gov/sr2s>

We've worked hard to create a document that is easy to use and guides schools through the process of having a successful Safe Routes to School program. The revised version will be easier to complete. Training dates will also be posted online. Contact Jo O'Connor, Safe Routes to School Coordinator to schedule pre-application training in your area at:

Joconnor@tid.idaho.gov
208-334-4475

Free Webinars from Robert Wood Johnson Foundation

You are invited to attend The Robert Wood Johnson Foundation Center to Prevent Childhood Obesity's new webinar series ["Keeping Kids Moving: How Equitable Transportation Policy Can Reverse Childhood Obesity."](#) Webinars will be held every other week on Thursdays at 2 pm eastern time. You can register for the following webinar sessions:

Thursday, September 23

["Hide and Seek: Where is Your School and How Do You Get There?"](#)

Safe Routes to School and school siting guidelines within the framework of broader sustainable community development will be discussed during this webinar. Experts, including the Partnerships State Network Director, Robert Ping, will offer effective tactics to help more children safely walk and bicycle to school.

Thursday, October 7

["On the Go: Complete Streets and Public Transportation"](#)

This session will highlight strategies for effective advocacy and implementation of complete streets policies and offer advice for ensuring that access to public transportation and active living opportunities are equitably provided to all communities.

Thursday, October 21

["Feet to the Streets: Alternatives to Motorized Transportation"](#)

This webinar will discuss strategies for creating opportunities that encourage non-motorized transportation including: developing systems of trails and bike paths, implementing incentives for reducing dependence on motorized transportation and promoting innovative land use strategies that support a variety of modes of active transportation.

Safe Routes Idaho on Facebook

Become a "friend" of Safe Routes Idaho on Facebook and keep up to date on all the information posted there. See posters designed for Safe Routes to School by Amber Sirk of Moscow's Safe Routes program. There is a video by Boise Police reminding everyone about School Safety Zones and much more.

Site updated regularly! Check often for the most up to date information! The link to our Facebook page can be found at www.itd.idaho/sr2s.



We will call it the **Self-Powered Kids Campaign** being held in conjunction with *International Walk to School Day* (IWSD), October 6, 2010.

Idaho SR2S is giving 20 bicycle safety teaching kits for IWSD. Kits include 50 students activity books, stickers, certificates, a storybook, poster and presenters guide, and 20 permanent display 5ft posters on how to organize a *Walking Cool (School) Bus or Bike Train* for the first 20 schools who register their events on the www.WalktoSchool.org website. To win, schools must submit pictures of their IWSD event to Idaho Safe Routes Facebook.

School Zone Safety Campaign

October 16-24

Police in Idaho are watching your school traffic!

National Teen Driver Safety Week (NTDSW) is the week of October 17-23. The School Zone campaign is held in conjunction with NTDSW which was established by Congress in 2007 to focus attention on the nation's epidemic of teen car crashes.

Officers will be watching school zones for violations. Please drive carefully and with awareness at all times.